

## Strategic Communications Seminar - Management Training

### Advanced Communications Skills

**3 days**

*Communicating the right thing, the right way, at the right time*

#### Who should attend:

Professionals and managers who are interested in increasing their communications skills and presentation abilities.

#### Seminar Objectives:

BSL's seminar in Advanced Communication Skills will equip you with concrete tools and methods to improve your communication skills. Practical applications during the course will highlight your strengths and improve your development areas. The seminar will cover:

- Authentic and transparent communication
- Effective communication in crisis situations
- Listening skills
- Presentation skills
- Adopting to different cultures and companies
- Ability to say no
- The ability to reach an agreement and close a deal

#### Claudia Kranefuss

##### Professor

Claudia Kranefuss is CEO of Essence Trainings. She gives the modules on Advanced Communications Skills and Advanced Teamwork & Cooperation Skills at Business School Lausanne and co-instructs Effective Self Management. Kranefuss began working with Essence Trainings as a co-trainer in 2000, and as CEO, she is now responsible for the company's strategy. Prior to Essence Trainings, Kranefuss worked for ANWB Publications, where she served as Marketing Manager until 2001, when she became a Publisher for the group. Kranefuss has a Master's Degree from Vrije Universiteit in Amsterdam and holds the Dutch marketing degrees NIMA A and B. She is a graduate of the Universität Heidelberg and Westfälische Wilhelms Universität.

**Yiftach Sagiv, Professor** - Yiftach Sagiv and co-instructs Advanced Communications Skills and Advanced Teamwork & Cooperation Skills and gives a module on Effective Self Management at Business School Lausanne. After retiring from the Israeli military in 1975, Sagiv was shareholder and director of A.M.I. Supplies LTD, a company, specializing in marketing and building constructions. In 1986 he managed the R & D department for a large company in textile products. In 1989 Sagiv became a coach and a trainer for personal and organizational development. He founded the Dutch company Essence Training and, since 2003, has dedicated himself to creating learning tracks in personal development and business performance.

#### Related Seminars:

- Advanced Teamwork & Cooperation
- Effective Self Management
- Developing and Managing Others

#### Seminar Fees: CHF 2'800.-

*This fee includes:*

- Registration
- Course materials & books

#### Useful information:

*This seminar includes a commitment to 10 hours of pre-work and 20 hours of post-assignment.*

##### Pre-requisites:

- A solid understanding of business, obtained through management training courses or relevant professional work experience.
- Fluency in English.

##### Duration

- Thursday: 8:30 – 21:00
- Friday: 8:30 – 21:00
- Saturday: 8:30 – 14:00

**Benefits:** In BSL's management training seminars, you will apply new insights in a multicultural environment through teamwork and interactive learning. You will walk away with skills that you can apply to your job and will obtain university level MBA credits that can be accumulated for CAS certification.